

# business voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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| MARCH 2013

# NELLIS: MISSION CRITICAL





# our essential partnership with nellis

**KRISTIN MCMILLAN**  
**PRESIDENT & CEO**

**T**

his month's cover story zeros in on the impact of Nellis Air Force Base – one of our community's most revered and remarkable assets. Since World War II, Nellis has played an integral role in the training and development of our national security forces and currently serves as one of the premier training facilities for all branches of the armed forces. Nellis also proudly serves as the home to the U.S. Air Force Weapons School and the U.S. Air Force Air Demonstration Squadron known as the "Thunderbirds." Creech Air Force Base has become essential to our nation's global operations through the critical resources of the Predator and Reaper Remotely Piloted Aircraft operations.

national security and readiness. They also would result in deep impacts to our local economy. These cuts could result in the loss of thousands of jobs and render devastating human impacts on military and civilian personnel and their families in Southern Nevada.

We at the Las Vegas Metro Chamber are making a concerted effort to work more closely with the leadership of Nellis to build a greater presence and partnership between the military and business communities, and to further our mutual support. Join us, as a part of that effort, at the Chamber's March 19 Business Power Luncheon to learn more about the impacts of Nellis Air Force Base and celebrate its contributions as told by one of the nation's

## the economic impacts of the military presence in the las vegas metropolitan area are tremendous

The economic impacts of the military presence in the Las Vegas metropolitan area are tremendous. Nellis and Creech Air Force Bases, together with the Nevada Test and Training Range, contributed more than \$5 billion in 2012 to the Southern Nevada economy in the form of purchases, job creation and procurement of goods and services from local businesses. These bases employ more than 12,000 military and civilian personnel, and nearly 6,000 indirect jobs have been created as well. More than 500 Nevada companies did \$1.33 billion in business with the Department of Defense in 2012.

most decorated military officers at this very special event. Major General Jeffrey G. Lofgren, commander of the United States Air Force Warfare Center at Nellis Air Force Base, is the featured speaker at our March Business Power Luncheon. At this event, the Metro Chamber will be celebrating the myriad achievements of our region's military bases and the immense impact they have on our community, economy and livelihood. Air Force personnel will also be on hand with some fascinating "show and tell" pieces in the registration area, so this is definitely an event where you'll want to give yourself a few extra minutes to enjoy the experience.

As you'll read in this issue, the possibility of significant defense budget cuts are cause for concern in terms of

We look forward to seeing you there.

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# chamber news

## business power luncheon pays tribute to nellis air force base

During a commemorative Business Power Luncheon on Tuesday, March 19, the Las Vegas Metro Chamber of Commerce will celebrate the contributions and economic impact of Nellis Air Force Base and its servicemen and women to the Las Vegas community. Throughout the registration area, guests will get to experience some of the heavy equipment and meet personnel from Nellis Air Force Base as well as demonstrations of military expertise. The luncheon will feature keynote speaker Major General Jeffrey Lofgren, Commander of the U.S. Air Force Warfare Center at Nellis Air Force Base. Straight from the National Geographic Documentary *Inside Combat Rescue*, The 58th Rescue Squadron from Nellis Air Force Base will demonstrate the tools of their trade, including tactical search equipment and multi-terrain vehicles. Don't miss this insightful glimpse into the impact Nellis Air Force Base has on our community, as well as our country.

**Tuesday, March 19**  
**Texas Station**  
**Gambling Hall & Hotel**  
**2101 Texas Star Lane**  
**11:30 a.m. – Noon:**  
**Check-In & Networking**  
**Noon – 1:00 p.m.: Program**  
**\$50 – Members**  
**\$60 – Non-members**  
**\$500 – table of ten, including**  
**two passes to meet-and-greet**  
**reception with General Lofgren**

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## metro chamber post office branch to close march 29



The Metro Chamber's post office unit will close as of Friday, March 29. The nearest post office location to the Las Vegas Metro Chamber of Commerce is located at 1001 East Sunset Rd. This facility is a full-service post office that will fulfill all of your mailing and shipping needs. For more information or directions, visit [usps.com](http://usps.com).



## last chance for earlybird savings on expo booths

Build your brand recognition to the Las Vegas business community! Business Expo is Wednesday, June 12, and a high-profile, high-traffic way to exhibit your products and services. Only Metro Chamber members can exhibit. Save \$100 on a standard or double booth if you reserve by March 29. Business Expo is the Metro Chamber's signature annual tradeshow and networking with about 150 exhibit booths. It consistently attracts 2,000 attendees for an afternoon of gaining new leads and customers, maximizing your brand's market presence and creating new business opportunities. For more information, visit [LVChamber.com](http://LVChamber.com).

## young professionals go all in for "lucky 7" anniversary

This month, Vegas Young Professionals (VYP) celebrates its "lucky seventh" anniversary, and will be celebrating in true Vegas style! Join VYP on Thursday, March 14, as it celebrates seven years as the largest young professionals organization in Nevada. Don't miss the celebration at Marquee Las Vegas Nightclub at the Cosmopolitan, from 7:00 – 9:00 p.m. For more details or to register, visit [VegasYP.com](http://VegasYP.com) or [LVChamber.com](http://LVChamber.com).

# HighTower Announces the Opening of Their Las Vegas Office



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# news you need

## dmv implements new commercial driver's license requirements

By January 30, 2014, all Nevada Commercial Driver's License (CDL) holders will be required to identify with the Department of Motor Vehicles (DMV) what type of commerce which they intend to conduct. To do so, the DMV recommends using the self-certification process for CDLs. This new requirement began February 11 and dictates that every driver must self-certify the type of commerce he or she intends to drive. Depending on the type of commerce in which the individual is engaged, a current Medical Examiner's Certificate may also be required. To review the self-certification process and access the forms, visit [dmv.nv.com/cdlcertify.htm](http://dmv.nv.com/cdlcertify.htm).



## irs offers new tools for 2013 filing season

The Internal Revenue Service (IRS) has introduced new online services and a redesigned website to assist taxpayers with filing their returns. Expanded services include additional video-conferencing assistance sites, more social media tools and a stronger enforcement effort to protect taxpayers from refund fraud and identity theft. For more information on new tools and tips for filing, visit [irs.gov](http://irs.gov).

## for your benefit

# H

ave your voice heard. Help move development and diversification ideas and policies to the forefront of discussions in the community. Lead the

way to real change for the Las Vegas Valley. These are just a few reasons to engage in one of the Metro Chamber's Policy Committees. These committees take on topics relevant and impactful to Southern Nevada, and are exclusively available for Chamber members and their employees. Committees are now active for Education, Infrastructure, Insurance & Tort Reform, Local Government and Health Care. For more information on individual committees and meeting schedules, visit the Chamber's events calendar at [LVChamber.com](http://LVChamber.com) or call the Government Affairs department at 702.641.5822.

engage in issues  
with metro chamber  
policy committees



## sba outlines different fringe benefits to offer your employees

The Small Business Administration (SBA) recently released a listing of fringe benefits for small to medium employers to offer their employees. While pay bumps may not necessarily be in the budget, fringe benefits may be an option to take to show your employees that you value their loyalty. Fringe benefits can include transportation reimbursement, child-related benefits such as dependent care assistance and cafeteria plans, where employees choose from a "menu" of benefits, including athletic and gym facilities, meals, cell phone reimbursement, employee discounts and education assistance. For more information on fringe benefits and provisions, visit [sba.gov](http://sba.gov).

## presidential innovation fellows & sba introduce rfp-ez program

To make it easier for small businesses to sell to the federal government and for the federal government to buy technology from the private sector, the Presidential Innovation Fellows program and the Small Business Administration have introduced the RFP-EZ program. The new program is an open source platform where contracting officers in government can build an RFP and small business owners can search and bid for government contracts with greater ease. For more information and to get started, visit [rfpez.sba.gov](http://rfpez.sba.gov).

# FORWARD TOGETHER



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# working for you

## GOVERNMENT AFFAIRS AND PUBLIC POLICY

### what you need to know about the margin tax initiative



On February 1, the Nevada Supreme Court ruled that an initiative petition to enact a “margin” tax on business is eligible to move forward. The petition is referred to as The Education Initiative, and was put forward by the Nevada State Education Association (NSEA). The proposal would impose a two percent margin tax on all Nevada businesses with annual revenues – regardless of profit – of more than \$1 million. This means it would apply to a business, even if that business operates at a net loss. The state Legislature, now in session, can pass the proposal; if not, it will be on the ballot in 2014 for voters to decide.

The Las Vegas Metro Chamber of Commerce believes that tax policy should be passed in the halls of government, where all aspects of a proposal can be debated and adjustments can be made to avoid unintended ramifications. The Metro Chamber has voiced its opposition of the initiative for several reasons. The Metro Chamber agrees that improving the performance of the state’s K-12 educational system and higher education is essential for Nevada’s competitive business climate. However, the proposed margin tax is based on a failed model from the state of Texas. It does not guarantee extra funding for

public education. It doesn’t even guarantee that K-12 education will be funded at current levels. The issue of K-12 funding in Southern Nevada is not about raising more taxes; it is about the fair distribution of tax revenue. As a community, we should be looking at the current funding formula and modify it so that the children of Clark County can get their fair share.

Furthermore, the Education Initiative will create the largest new tax in the history of Nevada, and the burden of that tax will remain solely on the shoulders of Nevada businesses, which are just now beginning to emerge from the recession. The tax is not based on a business’ ability to pay, so struggling businesses will have to find a way to pay the tax, no matter their situation. Such a burden would impede these businesses from hiring and could potentially cause businesses to borrow money, raise prices, lay off employees or leave jobs unfulfilled.

Unions claim the tax revenues will go to support K-12 education, yet there is nothing in the initiative that guarantees the money will go to education. It merely deposits revenues from this tax into the Distributive School Account, but does not guarantee that those funds will stay in that account and

be used for education. It also does not guarantee one dollar in additional funding or even current funding levels for public education.

The tax, pushed by unions including nearly 40 public employee unions, is more about a ploy to ascertain more funds for state coffers that can be used to fund anything, including prisons, or higher public employee pay and benefits, which are already substantially higher in Nevada than most other states. The margin tax would be a highly complex tax that would involve high administrative costs for both businesses in complying with the law and the State of Nevada for implementing and enforcing it.

The Metro Chamber believes improving the performance of K-12 education is a major priority and essential for the future of Nevada’s economic sustenance and the business community’s expansion and success. The issue of K-12 funding, however, is not about raising more taxes; it is about the fair distribution of tax revenues.

In the current Legislature, the Metro Chamber will advocate for examining and amending the current K-12 funding formula to ensure that the children of Clark County receive their fair share and an opportunity to succeed. The priority should be to mend the funding formula, not ambiguously pumping money into a fund that may or may not support Clark County’s K-12 education requirements and may or may not go to providing the children of Clark County with a quality education.

For more information on the tax, visit [LVChamber.com](http://LVChamber.com) or contact the Metro Chamber’s Government Affairs department at 702.641.5822.

# chamber insurance & benefits

## TAX CONSEQUENCES OF THE PATIENT PROTECTION AND AFFORDABLE CARE ACT



The effects of Patient Protection and Affordable Care Act (PPACA) are slowly beginning to be experienced by individuals and businesses throughout the United States. The PPACA will certainly change the health insurance landscape for many Americans. It is also proving that it has and will continue to profoundly change the tax structure in the United States. Even though most health insurance provisions of the PPACA have not yet taken effect, the impact of the PPACA is already having a substantial effect on all of us.

Although most of us are concerned about the impact of the PPACA on our health plans, the most immediate effect on many citizens are the new taxes that became effective on January 1, 2013. Included in the PPACA legislation are 20 new taxes on a variety of revenue sources. 10 of these new taxes have already been implemented beginning in 2010. Two additional new taxes will be enacted in 2014 and 2018. Of those contained in the law, six took effect on January 1, 2013. Combined, these six new taxes are designed to raise between \$271.6 – \$409.6 billion over the next 10 years. The total amount of new tax dollars expected with all 20 new taxes is over \$1.1 trillion over 10 years. Among the new taxes many of us will be paying this year are:

- 1) Higher Medicare tax rates for single taxpayers earning more than \$200,000 and married taxpayers earning more than \$250,000 per year. The rate increases from 1.45% to 2.35% above the thresholds. The self-employed will pay 3.85% above the thresholds. The intent is to raise between \$87 – \$210 billion.
- 2) Higher threshold for itemized medical expense deduction from 7.5% of adjusted gross income to 10% of adjusted gross income. This will raise between \$15 - \$19 billion.
- 3) A new 3.8% surtax on investment income, including gross interest, capital gains, dividends, royalties, net rents, passive income and certain home sales for those

earning \$250,000 and filing individually, or \$500,000 for married, filing jointly. Expected impact is \$123 billion.

4) Cap on Flexible spending accounts. Previously there have been no caps on our ability to utilize pre-tax earnings for certain medical expenses, including the care and education of those who are physically and mentally challenged. This cap will have a significant effect on those families who have relied on this mechanism to care for their handicapped family members. This is intended to raise \$13 – 24 billion.

5) Tax on medical device manufacturers. This tax will apply to all medical devices manufactured in the United States. Anticipated revenue will be \$29.1 billion.

6) Elimination of the tax deduction for employer sponsored retirement prescription drug coverage in coordination with Medicare Part D. Expected to raise \$4.5 billion.

This information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For information on insurance coverage options for your business, go to [ChamberIB.com](http://ChamberIB.com)



your scene | you're seen



business  
blend

More than 400 guests mixed, mingled and grew their business connections at Business Blend, at Hyde inside Bellagio. These free-flowing mixers give Chamber members and Vegas Young Professionals members the chance to meet and do business with one another.



customer  
service  
excellence  
breakfast



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Montelukast 10mg (Generic)	\$144.99	\$67.74	53%
Xyzal 5mg (Brand Name)	\$113.99	\$80.35	29%
Levocetirizine 5mg (Generic)	\$85.59	\$50.58	41%
Clarinet 5mg (Brand)	\$201.99	\$161.51	20%
Desloratadin 5mg (Generic)	\$104.99	\$40.88	61%

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# NELLIS: MISSION CRITICAL

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ellis Air Force Base is known around the nation as a major pillar of advanced combat aviation preparation. Today, the United States Air Force Warfare Center (USAFWC) units provide training for every type of aircraft in the United States Air Force (USAF), along with air and ground units of the Army, Navy, Marines and air units from other allied nations. The air force base also plays a key role in tactics development, operational testing and evaluation. It is a keystone of national security and developing the next generation of our defense system. To Southern Nevada, however, it fulfills another fundamental role to the vitality and sustenance of our local economy.

Much like the origins of the Las Vegas community in general, Nellis Air Force Base began small. It was a private airstrip for Nevada Airlines in 1929, and was purchased by the City of Las Vegas in January 1941. In March 1941, the Army leased the field from the City and called it the Las Vegas Army Air Field. It hosted the Army Air Corps Flexible Gunnery School, which began B-17 gunnery training in early 1942. During World War II, more than 600 gunners and 215 co-pilots were trained and graduated from the school every five weeks. After the war, the base reopened as the Las Vegas Air Force Base, and was permanently renamed in 1950 to honor the memory of Lieutenant William Harrell Nellis.

fundamental  
role to the  
vitality and  
sustenance  
of our local  
economy



8,425  
MILITARY JOBS

4,065  
CIVILIAN JOBS

\$922,900,000  
2012 COMBINED PAYROLL

\$5,071,390,359  
2012 TOTAL ECONOMIC IMPACT

5,637  
INDIRECT JOBS

\$673,788,000  
MILITARY RETIREE SALARIES IN SOUTHERN NEVADA



At the beginning of the Korean War, the mission changed to advanced combat-crew training and the gunnery school was reestablished to perform advanced tactics instruction, research and testing. Today, the advanced training missions continue under the USAF Weapons School, and the USAFWC units at Nellis continue to provide training and support for composite strike forces that include every aircraft in the USAF inventory. The base also supports training initiatives for the Army, Navy, Marines and air units from allied nations. The 57th Wing is the operational element of the warfare center, which includes the USAF Air Demonstration Squadron ("Thunderbirds"), as well as the 57th Operations Group, 57th Maintenance Group, USAF Weapons School, 414th combat Training Squadron (Red Flag), 547th Intelligence Squadron and the 549th Combat Training Squadron (Green Flag-West). There are several other units at the USAFWC, including the Nevada Test and Training Range (NTTR), which is responsible for developing, operating and maintaining facilities at the Range to simulate a realistic combat environment and satisfy training and other requirements for duty.

Nellis also houses five major tenant units and more than 50 smaller tenant units and activities, as well as the Armed Forces Reserve Center, which hosts U.S. Navy Reserve, U.S. Army Reserves and U.S. Marine Corps Reserve units. Nellis is a bustle of training, development and tactical instruction, and employs approximately 8,500 military and more than 4,000 civilian personnel between it, NTTR and Creech Air Force Base. Its activities make it a "linchpin of mission readiness for today's Air Force," according to an economic impact analysis produced by the USAF.

In the Economic Impact Analysis report in fiscal year 2012, Colonel Barry R. Cornish, Installation Commander of Nellis Air Force Base for the fiscal year 2012, outlined the economic impact of having such a prominent military presence in the Valley. The total economic impact of Nellis, Creech and NTTR operation in fiscal year 2012 amounted to more than \$5 billion. Between all three bases, the military and civilian payroll totaled more than \$922.9 million, with an estimated 5,637 indirect jobs created with an estimated dollar value of \$229.7 million. Military retiree salaries in the community add \$673.8 million to the military impact in Southern Nevada. Combined with annual expenditures, the dollar value of indirect jobs created and the annual Aviation Nation open house event, the \$5 billion impact of the military community has a multifaceted effect on the entirety of Southern Nevada and creates a richer, vibrant and more diverse society.

Nellis is also one of the largest single employers in Southern Nevada. This creates a colossal impact on the livelihood of Southern Nevada. Especially in the last few years, Nellis has steadily created military and civilian jobs, and now includes more than 32,000 total personnel between the two classifications. It is difficult to imagine how the landscape of Southern Nevada's economy would appear without Nellis Air Force Base.

It may be a possibility in the near future for the community, however. Sequestration – or "sequester cuts" – has been a hot button issue in Washington, D.C. that strikes particularly close to Southern Nevada.

Sequestration is a fiscal policy procedure adopted by Congress to address the federal budget deficits. Sequestration, as outlined by the Budget Control Act of 2011 (BCA) and if implemented, would mandate about \$500 billion in across-the-board defense spending cuts over 10 years, in addition to \$487 billion in cuts mandated over that period by the BCA. That translates to about a 10 percent cut to the defense department. Sequestration would not affect military compensation, but may manifest in regards to non-military compensation, such as contractors and civilian personnel. In Nevada, more than 500 companies did \$1.33 billion in business with the Department of Defense in 2011; under sequestration, those dollars would be reduced by \$239 million. Such a loss could result in cutting 6,247 jobs, including 580 civilian Department of Defense jobs and \$236 million in annual lost earnings for Nevada. Clark County's annual revenue may fall \$28.5 million a year under the cuts per the BCA.

These contractors and civilian companies that conduct business with the Department of Defense include 69 minority-owned businesses, 61 small businesses and small disadvantaged

it is difficult to  
imagine how the  
landscape of southern  
nevada's economy  
would appear without  
nellis air force base.

## dynamic and integral piece of southern nevada's economy since its founding

businesses, 99 woman-owned businesses and 77 veteran-owned businesses. From a local dairy company supplying milk products to the base to the Las Vegas-Clark County Library District providing online access to its collection and receiving books and materials in the Nellis library, cuts under sequestration potentially threaten all aspects of economic and community growth for the Las Vegas area. Radically reducing the support Nellis Air Force Base receives would have a major effect on Southern Nevada's economy, jobs and spending, and could put the brakes on the forward motion of the recovery efforts. It would undermine job creation, innovation, government contracting and reduce Nevada's competitiveness for attracting new businesses and industries to the area.

Even the potential of sequestration cuts has USAF leaders rethinking some of Southern Nevada's military exercises. In early February, the USAF announced the possible cancellation of upcoming Red Flag exercises at Nellis, as well as potentially grounding the Thunderbirds demonstration team if a solution isn't agreed upon. In regards to Nellis, Air Force Vice Chief of Staff General Larry Spencer has claimed that the weapons school and many of the programs at Nellis would be "heavily affected." The Air Force will most likely realize these cuts by reducing more than 200,000 flight hours for the fiscal year, which began October 1. In addition, Nellis is expecting the first round of test F-35 jets, which would replace older F-16 fighter jets and A-10 attack jets, for testing at the base early this year. Sequestration could delay production and testing, as well as force bids to be reopened for these programs, increasing procurement costs and resulting in further delays.

Nellis Air Force Base, as well as Creech Air Force Base and the NTTR, has represented a dynamic and integral piece of Southern Nevada's economy since its founding. With sequestration looming as a major threat to economic recovery in the valley, Southern Nevada is in a holding pattern over how sequestration will be realized in the area, and how to recover from the blow of the economic impact not only to the military community, but those who do business with it.

The Las Vegas Metro Chamber of Commerce advocated against sequestration in a trip in late 2012 to Washington, D.C., citing the economic impact of the military community in Las Vegas and how it would impede efforts to grow and diversify Southern Nevada's economy. The Metro Chamber will continue to keep its members apprised of the developments through LVChamber.com, email updates and legislative briefings in the *Business Voice*.

PHOTOS COURTESY OF U.S. AIR FORCE



Celebrate the partnership and community impact of Nellis Air Force Base on Tuesday, March 19, at Texas Station Hotel and Casino, for a special Business Power Luncheon. Major General Jeffrey G. Lofgren will make remarks, and Nellis will be bringing out some of its impressive machinery for the registration area, so be sure to arrive early. For more information or to register, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

# member to member

## SEO 101

**B**usiness owners often ask why their websites aren't showing up when prospects and customers search for key phrases related to their industry. My answer is, "Are you giving Google (or another search engine) a good reason to show you?" Gaining high ranks on search engines is called Search Engine Optimization, or "SEO."

Google's Mission Statement is: "To organize the world's information and make it universally accessible and useful." If Google wants to organize the world's information in their index, do the pages on your website give enough information about what your company does and what challenges you help solve? That's one of the things that will move those pages to the top of a search.

google loves fresh, up to date content!

Start with a check of your website's service (or product) pages. Search engines do the best they can to give users the pages from the whole Internet that are most relevant to their search. A one-page bullet-point list on your website of the services your company offers won't convince Google to show that page high in their search results. It has no value to the end-user. Have at least one individual page for each service area you offer. If you're a personal trainer, your service pages may be weight loss, muscle gain, post rehab, nutrition and meal planning. On each page, talk about the challenges people have and how your company can help them overcome those challenges.

Google loves fresh, up-to-date content. A blog on your website will help you accomplish this. With a blog you can put out industry-relevant content, anytime you want. You can blog about what's going on in your industry and how it relates to your target audience: give your view of the latest law changes, current research and trends, predictions for the new year, new products you've used, and more.



Keep the content to at least 350 words. Put value in your copy and believe that you are the "industry leader." Make sure you include the key phrases you'd like to rank without overusing them. Also, add supporting words to add depth to your website copy which helps in search visibility. For example, on your weight loss page (weight loss = your main key phrase), you'd want the words - weight loss, body fat, burn calories, cardiovascular, exercise, nutrition, etc. Write naturally and write for your audience, not a search engine.

Google is always updating its search engine to make a better search experience for the user. While there are many aspects to SEO, the key to great results is to write with authority, be useful to your visitors, and add new content regularly.



By: Will Paccione,  
Dot Xero Online Marketing,  
Twitter handle: @VegasWill



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# what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN MARCH.

## business power luncheon



Join the Metro Chamber as we celebrate the partnership and community impact of Nellis Air Force Base on Southern Nevada, featuring remarks from Major General Jeffrey Lofgren and a showcase of equipment during check-in and networking.

**MARCH 19**

## how to register:

Visit [LVChamber.com](http://LVChamber.com) and click on the Events Calendar.  
Call 702.641.5822.

The Las Vegas Metro Chamber of Commerce is located in the Town Square shopping center:

6671 Las Vegas Blvd. South, Suite 300  
Las Vegas, NV 89119

**04**

### MONDAY CHAMBER CONNECTIONS

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.  
**5:30 - 7:00 p.m.**  
Las Vegas Metro Chamber of Commerce\*  
\$120 every six months. Chamber members only.

**05**

### TUESDAY VYP MORNING BUZZ

Enjoy a light breakfast and meet VYP Ambassadors as well as members of the Advisory Council for a small, informal Q & A session.  
**7:30 - 8:30 a.m.**  
Las Vegas Metro Chamber of Commerce\*  
Complimentary.

**05**

### TUESDAY CHAMBER CONNECTIONS

See March 4 for details.

**06**

### WEDNESDAY PRESIDENT'S CLUB AND EXECUTIVE LEVEL RECEPTION AT THE MOB MUSEUM

Build high-level business relationships with fellow business leaders and decision makers set against a backdrop of a bold and contemporary approach to the battle between organized crime and law enforcement.  
**5:30 - 7:30 p.m.**  
300 Stewart Ave, Las Vegas, NV 89101  
Complimentary for President's Club and Executive Level members and their guest.  
Sponsored by: Chamber Insurance & Benefits

**07**

### THURSDAY LOCAL GOVERNMENT POLICY COMMITTEE MEETING

This policy committee will work to enhance a positive business environment in Southern Nevada and study proposed government activities for their impact on businesses.  
**2:00 - 4:00 p.m.**  
Las Vegas Metro Chamber of Commerce  
Exclusive to Chamber members and their employees.

**00 - CHAMBER EVENT**

**00 - VYP EVENT**

**▲ - LOOK NORTH EVENT**

*\*Event to be held in the CenturyLink™ Conference Center at the Las Vegas Metro Chamber of Commerce*

president's club  
and executive  
level reception

**MARCH 06**

vyp  
anniversary  
mixer

**MARCH 14**

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**11**

### MONDAY VEGAS YOUNG PROFESSIONALS TOASTMASTERS

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.  
**6:30 - 8:00 p.m.**  
Usr lib (Above The Beat Coffeehouse)  
520 E. Fremont St., Las Vegas, NV 89101  
FREE for guests. \$60 to join, \$36 every six months.  
Sponsored by: usr lib

**12**

### TUESDAY CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.  
**10:45 a.m. - Noon**  
Las Vegas Metro Chamber of Commerce\*  
\$54 every six months. Guests always complimentary.

**14**

### THURSDAY VYP ANNIVERSARY MIXER

Celebrate VYP's seventh anniversary at Marquee Nightclub & Dayclub inside the BoomBox Room. This is one of VYP's signature annual events, and is not to be missed!  
**7:00 - 9:00 p.m.**  
Marquee Nightclub & Dayclub at The Cosmopolitan  
The BoomBox Room, 3708 Las Vegas Boulevard South  
Online: \$10 for members, \$15 for non-members  
At the door: \$15 for members, \$20 for non-members  
Sponsored by: Chamber Insurance & Benefits, Cox, United Health Care, Wells Fargo

**19**

### TUESDAY BUSINESS POWER LUNCHEON CELEBRATING NELLIS AIR FORCE BASE

Join the Metro Chamber as we celebrate the partnership and community impact of Nellis Air Force Base on Southern Nevada, featuring remarks from Major General Jeffrey Lofgren.  
**11:30 a.m. - 12:00 p.m. Registration & Networking**  
**12:00 - 1:00 p.m. Program**  
Texas Station Hotel and Casino  
2101 Texas Star Ln  
\$50 Members, \$65 Non Members, \$500 table of 10  
Sponsored by: Arcata Associates, Inc., Chamber Insurance & Benefits, NV Energy, Switch

**19**

### TUESDAY CHAMBER CONNECTIONS

See March 4 for details.

**20**

### WEDNESDAY INFRASTRUCTURE POLICY COMMITTEE MEETING

This committee will discuss how to improve the performance and condition of local infrastructure.  
**2:00 - 4:00 p.m.**  
Las Vegas Metro Chamber of Commerce\*  
Exclusive to Chamber members and their employees.

**20**

### WEDNESDAY CHAMBER CONNECTIONS

See March 4 for details.

**21**

### THURSDAY INSURANCE AND TORT REFORM POLICY COMMITTEE MEETING

Working with Metro Chamber members who are independent brokers and agents, property and casualty carriers, life insurers and health underwriters, this committee will ensure that Nevada's insurance climate is balanced and fair.  
**9:00 - 11:00 a.m.**  
Las Vegas Metro Chamber of Commerce\*  
Exclusive to Chamber members and their employees.

**25**

### MONDAY VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See March 11 for details.

**26**

### TUESDAY NEW MEMBER BREAKFAST

Each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.  
**7:00 - 7:30 a.m. Check-in & Networking**  
**7:30 - 9:00 a.m. Program**  
Las Vegas Metro Chamber of Commerce\*  
Sponsored by: Chamber Insurance & Benefits

**26**

### TUESDAY CHAMBER VOICES TOASTMASTERS

See March 12 for details.

# member insights

I randomly reward great customers by donating to a charity of their choice or offering some of our services for free.

[Sam Scheller, Owner/Paramedic, Guardian Elite Medical Services, LLC \(A\)](#)

I believe that all of my clients are equally great individuals. The program incentives that we offer helps each of our clients with their basic necessities. We always use positive reinforcement as a reward for consistent attendance and progress with treatment.

[Louie Cellona, COO, Liaison Behavioral Health & Community Outreach](#)

We randomly reward our customers with discounts; we also use social media such as Twitter and Facebook to feature the occasional photograph of our client (with their approval). Also, if they are a reputable business owner who we've helped, we enjoy letting our supporters know about their services. It's important to support each other!

[John Pinnington, Owner, AA Printing Service \(B\)](#)

I give select customers the chance to win photo prints of their photo sessions with me by simply commenting and sharing the love on social media and my blog. I think they love that they have the chance to get extra merchandise for little effort and something they normally do anyway!

[McKenzi Taylor, Photographer, Taylored Photo Memories \(C\)](#)

For wedding referrals as well as to connect with our past brides and grooms at Vintner Grill, on their one-year anniversary we send a hand-written note congratulating them along with a gift card to join us for dinner. This is a great way to receive referrals and maintain loyal customers.

[Patrick Bryant, Director of Special Events and Catering, Vintner Grill \(D\)](#)

Customers who take the time to schedule an appointment to come into the office to have their insurance policy(ies) reviewed and quoted will receive a cup of coffee on us.

[Matthew Heifner, Insurance and Financial Services Agent, Farmers Insurance Group \(E\)](#)

## HOW DO YOU RANDOMLY REWARD YOUR GREAT CUSTOMERS?



It is fun to surprise our best customers with free local event tickets, a lunch for two at a great restaurant, yummy brownies, gift cards, regularly saying thank you for their business, reciprocate by using their services and refer their service to others as much as possible!

[Bob and Darcy Dougherty, Owners, Shirtz Logoz & Promoz \(F\)](#)

It is important that you learn to treat all customers and vendors equally no matter how big or small. Over the years, many of my vendors started out by throwing me a small project to see how I reacted, how quickly I responded and do I answer my phone. If I pass these tests, then we graduate to bigger opportunities.

[William Loos, Account Executive, Cox Business \(G\)](#)

Green Is Good Lawn Services makes sure its customers get one hundred percent satisfaction in any service it provides. That is the way GISGLS rewards every single household or business owners who give trust to GISGLS personnel.

[Charles Islas, Owner, Green Is Good Lawn Services](#)

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# spotlights

**(B) Ray Sarbacker - President, North Las Vegas Voice:** After Ray Sarbacker completed his US Navy tour, he attended S. California's Art Center College of Design and launched a marketing career spanning four decades with clients Kawasaki, Yamaha, Carroll Shelby and other high visibility companies. Now living in Las Vegas, Sarbacker is president of Voice publications including "The Vegas Voice" and "The Nevada Veterans Voice." He is also president of the Board of Advisers at UNLV's Nevada Conservatory Theatre and a past board member of the former North Las Vegas Chamber of Commerce.

**(A) Len Hirschhorn - Executive Director, Atria Seville:** Len Hirschhorn is Executive Director for Atria Seville, a retirement and assisted living community in Summerlin. After a decade as a practicing attorney and real estate professional, Hirschhorn began developing assisted living communities in the Northeast and Midwest. Hirschhorn holds a Bachelors of Science degree in Economics from Fairleigh Dickinson University and a Juris Doctor from New York Law School.



**(D) Dina Mitchell - Area Developer and Marketing Director, Tropical Smoothie Cafe:** Dina Mitchell brought the brand to Southern Nevada in 2001, and it has grown to 18 individually owned and operated franchised locations. Tropical Smoothie Cafe provides a healthy alternative to the QSR category and is very active in giving back to the local community through charity partnerships. In the coming months, Tropical Smoothie Cafe will add five new locations - three on the Strip, and two 24-hour drive thru cafes.

**(C) Mike PeQueen - Managing Director, Partner, HighTower Las Vegas:** Mike PeQueen, CFA, CFP is Managing Director, Partner of HighTower Las Vegas, one of the most experienced wealth management firms in the western United States. Previously, he served as Senior Vice-President and Senior Portfolio Manager at Merrill Lynch. PeQueen completed his undergraduate degree in Finance at UNLV and his Masters in Finance and Banking at Boston University. In addition, he holds the prestigious Chartered Financial Analyst and Certified Financial Planner designations.

president's club

**Marcio Bonfada**  
General Manager,  
Fogo de Chao  
Marcio Bonfada has more than 15 years of experience in the restaurant industry. As general manager of Fogo de Chao, Bonfada oversees the entire Fogo guest experience. His knowledge and respect for the Gaucha culture has helped him rise through the ranks at the restaurant. He consistently finds ways to maintain the high level of quality expected at Fogo De Chao and exceed guest expectations.

**Adalberto Lugo**  
General Manager,  
Holiday Inn Club Vacations  
Adalberto Lugo has been the general manager of Holiday Inn Club Vacations at Desert Club Resort since June 2011. In this position, he is responsible for all of the resort's daily operations. Lugo has more than 30 years of experience in the hospitality industry. He is committed to delivering memorable experiences and excited to be part of the growth and western expansion of Holiday Inn Club Vacations.

**Robert Segura**  
Director of Sales,  
Quality Towing  
Robert Segura began his career working for Federal Express as a cargo handler while he earned his degree in Psychology and Statistics from the University of California at Berkley. Since then, Segura has held positions as VP of Logistics for Webvan.com, National Account Manager for GE, and most recently the Director of Sales for Quality Towing. Segura enjoys fishing, quad riding and playing poker.



**Scott Howard**  
Principal  
Commercial Roofers, Inc.  
Scott Howard is a third generation roofer/contractor whose family business has been in the Las Vegas Valley since 1959. Howard has held several positions including project manager, unit manager, and regional manager. He serves as a trustee of the Las Vegas Metro Police Neighborhood Watch Board, is a graduate of Leadership Las Vegas (1995) and has served the Desert Southwest chapter of the National Multiple Sclerosis Society in several positions.

**Shanda Alcantara**  
Area Director Sales & Marketing  
Covenant Care Inc./  
Silver Ridge & Silver Hills  
Healthcare Center  
Covenant Care Inc. (CCI) operates 46 facilities in six states, including Silver Ridge Healthcare and Silver Hills Healthcare Centers in Las Vegas. CCI provides occupational, physical and speech rehabilitation therapy and long term care to individuals who can no longer take care of themselves. Shanda Alcantara's responsibilities include developing the branding strategy and planning sales and marketing activities for all Nevada centers.

**Seth W. Ahlborn**  
Headmaster  
Henderson International School  
Seth Ahlborn develops a diverse talented staff and guides innovative curriculum implementation. With the motto 'Students First,' he leads enrollment and community service programs. A private school leader for 23 years, he studied advanced math for teachers at University of New Hampshire, and holds a Master of Science degree from the University of Wisconsin at Madison, and a Bachelor of Arts degree from the University of North Carolina at Chapel Hill.

executive level

# in the know

NEW STRATEGIES FOR A NEW GENERATION? IT'S ALL IN THEIR MINDS!



S

mall and medium-sized business owners should take note from the 2012 presidential election results, including demographics and the characteristics of the candidates. However, it's the psychographics – the study and classification of people according to their attitudes, aspirations and other psychological criteria – that added a twist to the polling and predictions of those pundits. More than 126 million people reportedly voted in this last election, which included a younger and more diverse group. While the demographics may have changed the look of American politics, it's the psychographics that blow the minds of marketers everywhere.

The trends are actually much greater than the example above. Remember, that's just a voting population. The world is changing right before our eyes. Baby Boomers (Born 1946-1964) now in their 40s, 50s and 60s are preparing to exit the workforce and the active consumer market. Boomers are characterized as hardworking people, typically motivated by position, perks and prestige. They value the dollar that they spend. Therefore sales, discounts and coupons motivated this market. Boomers feel great when they validate their hard work by making a smart deal. Companies like Wal Mart, "dollar" stores and other discount brands thrived at the height of Boomers' era as the major consumer. McDonald's Dollar Menu, 99-cent tacos and cheap fast food remains attractive to the demographic. They believe in face to face interaction more than impersonal relationships.

small and medium-sized businesses need to evaluate their own customers to determine a marketing strategy that will work

Generation X (Born 1965-1980) is the new target market for the next decade. Xer's are characterized as work hard/play hard people and typically motivated by fun, freedom and technology. They are the most diverse, skeptical, demanding and fun-loving customers to date. However, they look for quality versus the cheapest deal. Companies like Apple, Coach and other high-end brands will thrive during this new era. It's more about the bling than the thing. Sushi restaurants, Starbucks and other specialty establishments will be the hangout of choice for this generation. This group was the wild card in the 2012 Presidential election. President Barack Obama connected with this group through technology with e-blasts and text messaging. Xer's also believed that the president understood their population because he appeared to embrace their work hard/play hard values.

Generally speaking, Generation X and the incoming Generation Y are the future major consumers for the B2C (Business to Consumer) and B2B (Business to Business) markets. Caution! Do not use the knowledge of generations as a sole source of evaluating a prospect or customer. Small and medium-sized businesses need to evaluate their own customers to determine a marketing strategy that will work. The first step in defining your company's brand is evaluating your company. This will help you establish what type of customer wants your product or service.

Because each generation has its own values, beliefs and psychographics, the manner in which you create a message will change. Even the tools that are used to reach the market will be slightly different in some cases. However, the process for marketing remains the same as it has for centuries. So, what does this mean for your marketing strategy? Drum roll please! Absolutely nothing if you have done the proper market research, customer analysis and evaluation of your product or service. The main variation in your strategy will lie in your customer's psychographics. This will drive how you approach the marketing of your product or service. Get inside their minds and make the emotional connection.



By: Shaundell Newsome,  
President, Sumnu Marketing,  
Twitter: @Sumnumarket



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# member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

## congratulations

A survey conducted by Greenwich Associates recently recognized **Nevada State Bank** and its parent company, Zions Bancorporation, for excellence among the nation's top banks for both small business and middle market banking. The bank received 13 awards including 10 national awards and three regional awards.



Puneet Garg and Paola Armeni of **Gordon Silver** recently received recognition from the Legal Aid Center of Southern Nevada for their pro bono work in 2012. Garg was inducted into the 100 Hours Club and Armeni was inducted into the 50 Hour Club for their pro bono contributions.

A leading showcase for the most powerful corporate social responsibility and green initiatives has named **MGM Resorts International** a winner for its annual awards program in the category of "Overall Leader in CSR Practices - more than 10,000 employees." MGM Resorts International is the first company in the gaming industry to earn the award. See "final word," page 33.

The American College of Radiology recently designated the Breast Center at **Sunrise Hospital** as a "Breast Imaging Center of Excellence."

Accounting Today's "2012 Best Accounting Firms to Work For" placed **Johnson Jacobson Wilcox** as one of the best small accounting firms to work for in the country for the fourth year in a row.

## wheeling and dealing

**VegasOfficeSuites.com** recently added a second location at 8565 S. Eastern Ave. The Eastern Executive Suites provide brand new all-inclusive executive offices to small and medium sized businesses.

**Bonefish Grill** will be opening in Town Square on March 11, 2013. It will be open seven days a week with extended hours during the weekends. The restaurant will feature fresh seafood, a big-city bar and a brunch menu Sunday mornings from 11 a.m. to 2 p.m.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

## community service



**Girl Scouts of Southern and Sierra Nevada** hosted the flag ceremony during the opening day of the 77th session of the Legislature in Carson City. It was the first

time the Girl Scouts and an all-female group had carried the colors on opening day in the Assembly.

Toyota Financial Savings Bank partnered with **Toyota Financial Services** to present Nevada Partners a \$15,000 grant to help the North Las Vegas organization establish an asset development center, a youth entrepreneurship program, and a revitalization project, as part of its Community Wealth Initiative.

**NV Energy** and its Foundation contributed \$6.1 million last year, including multi-year commitments, to support more than 400 nonprofits statewide.

**City National Bank**, through its "Reading is The Way Up®" literacy program, and Barnes & Noble recently presented new books and cash totaling more than \$30,000 to Jack Dailey, Helen Jydstrup and Clyde Cox Elementary Schools, and the Public Education Foundation as part of its 5th Annual Holiday Book Donation program.

**Saks Fifth Avenue** gave 5% of all registered purchases made with a Saks Fifth Avenue credit card in February to charity with its initiative called "Saks Loves Your Cause." The donations will go to the American Red Cross, the **Make-A-Wish Foundation of Southern Nevada** and **Opportunity Village**.

Made possible by a grant awarded by **MGM Resorts** Foundation for \$15,000, which was then matched by **NV Energy**, **Vegas PBS**, through its "American Graduate: Let's Make it Happen" initiative and Vegas Virtual Online Education program, is launching the Nevada Mentor Training Program. The goal of the project, through trained, concerned, mentors, is to positively impact high school students in danger of dropping out, thus helping to decrease the dropout rate in Southern Nevada.

## announcements

Mark Libman, director of business development for **Southwest Medical Associates**, was named to the board of directors of ALS of Nevada. ALS of Nevada is a non-profit organization serving patients with amyotrophic lateral sclerosis, or Lou Gehrig's disease.



**Burke Construction Group** announced the appointment of Thomas Selvaggio as chief operating officer.

**Action Coach Business Coaching** recently announced that Andrea Clark has joined the team as the business development manager.



Bruce Hiller, executive vice president of administrative services for **Nevada State Bank**, was appointed to the executive board of directors for the Boy Scouts of America Las Vegas Area Council.

**Colliers International - Las Vegas**, announced the company hired Jennelle Reedy as an associate with the company's retail investment division and Brooke Pribyl as a property management assistant.



Kami Dempsey-Goudie has joined **Cox Communications, Las Vegas** as executive director of public and government affairs.

**City National Bank** announced that it has hired Natalie Sanders as the new relationship manager for its Green Valley branch and Wayne Jeu as a relationship manager for its Cheyenne branch in North Las Vegas.



Longtime benefits broker Bob Bishop, along with select staff, has joined **National Healthcare Access, Inc.** Clients of both agencies will benefit from the combined experience, technology and talent.



**Vegas PBS** announced that Diana Morgan has been appointed major gifts officer and Jeffrey Yeagley has been appointed director of engineering, information technology and emergency response systems for the television station.

## Finally! A Way to Earn the Profits YOU deserve. GUARANTEED!

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Online Marketing Expert  
CEO, Skyfire  
[skyfireusa.com](http://skyfireusa.com)



**Nate Smith**  
Certified Business Coach  
CEO, ActionCOACH LV Firm  
[actioncoachvelocity.com](http://actioncoachvelocity.com)

Register NOW at [seminarslasvegas.com](http://seminarslasvegas.com)

**Location:** Las Vegas Metro Chamber of Commerce

**Date:** March 20th, 2013

**Time:** Networking 1pm to 2pm; Seminar 2pm to 4pm

**Tickets:** \$29/person - CALL FOR GROUP RATES

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# north las vegas



look north  
breakfast



During an engaging panel discussion from George Salton, Director of Business Operations for Nellis Air Force Base; Cate Berry, Director of Marketing for Nellis Air Force Base; and Edward Cadena, Nevada District Director for the U.S. Small Business Administration, attendees found out how they can leverage business opportunities with Nellis Air Force Base, Creech Air Force Base and the Nevada National Security Site.

## LEADERSHIP NORTH LAS VEGAS APPLICATION SEASON UNDERWAY

A

pplication are now being accepted for Leadership North Las Vegas! This program is a great opportunity for up-and-coming leaders to develop their leadership skills and attributes, maximize their leadership potential and get an up-close "behind the scenes" look at the opportunities and challenges in the Valley. During ten carefully planned session days, participants will have a comprehensive examination of different social, political, civic and business systems that drive our economy and the community, and receive the leadership training that enhances your potential both personally and professionally. Even more, participants form lifelong bonds and get connected to one another, as well as to others in the community.

For more information on the program, including tuition fees, application deadlines and session day topics, visit [LVChamber.com](http://LVChamber.com) or call Kristen Larsen, Leadership North Las Vegas Coordinator, at 702.586.3825 or [klarsen@lvchamber.com](mailto:klarsen@lvchamber.com).

## JOIN THE CHAMBER AND THE MILITARY AFFAIRS COMMITTEE FOR MILITARY APPRECIATION NIGHT

As Las Vegas Metro Chamber members, you have the opportunity to participate in Military Appreciation Night at the Las Vegas 51s baseball game on Friday, May 24, at Cashman Field. For every \$10 ticket purchased by a Metro Chamber member, one ticket will be donated to members of our military and their families. Each ticket will also be accompanied by a free 51s hat for both the Chamber member as well as military personnel. More information on how to purchase tickets will be coming soon at [LVChamber.com](http://LVChamber.com).



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Gina Bongiovi, JD/MBA,  
Bongiovi Law Firm

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Jeffrey D. Allen, CEO



## Nevada Week in Review Hosted by MITCH FOX

## 2013 Nevada Legislative Session SPECIAL COVERAGE

**Every Friday at 7:30pm  
On Vegas PBS Channel 10**

Sponsored By



[VegasPBS.org](http://VegasPBS.org)  
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# ribbon cuttings

## CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com)

SPONSORED BY:



PC - President's Club

E - Executive Level

\$ - Chamber Member Discount



### IT'S ALL ABOUT KIDZ

It's All About Kidz commemorated its grand opening at 9567 Sun Drop Ct. It provides loving foster homes for drug-exposed infants and their siblings, as well as provides a sober living environment for mothers. Call 702.445.0203 or visit [aakidz.org](http://aakidz.org).



### LONG LIFE FIT & DANCE CAMP

Long Life Fit & Dance Camp commemorated its family fitness gym and dance studio at 1631 E. Sunset Rd., Ste. 101 by offering boxing for everyone from kids to pros, as well as after school programs, cardio fitness, cardio boxing, kickboxing, zumba, ballet, hip hop and tap for kids to adults. Call 702.914.9843 or visit [longlifefitanddance.com](http://longlifefitanddance.com).



### ALL ABOUT CATERING

All About Catering celebrated the launch of its new look and website, [allaboutcateringlv.com](http://allaboutcateringlv.com). All About Catering offers unique and contemporary catering. Call 702.300.7102.



### CCSD/GLOBAL COMMUNITY HS

CCSD/Global Community HS celebrated L.E.A.P. (Language Enrichment Acquisition & Acceleration Program) at 3801 E. Washington Ave., which provides Saturday instruction for English Language Learner students in grades 5-8. Call 702.799.8850 or visit [globalchs.com](http://globalchs.com).



### THE DILLINGER FOOD & DRINKERY

The Dillinger Food & Drinkery, located at 1224 Arizona St. in Boulder City, commemorated its one-year anniversary with a block party. It offers a diverse menu featuring gourmet burgers and craft beers, as well as a full bar and excellent wine list. Call 702.293.4001 or visit [thedillinger.com](http://thedillinger.com).



### BRICKS-4-KIDZ

Bricks-4-Kidz celebrated its grand opening at 10575 S. Eastern Ave. in Henderson. It provides after school enrichment classes for private and public schools, summer camps, birthday parties, etc. It uses Legos for its 160+ motorized models and science, technology, engineering and math concepts in its lesson and build plans. Call 702.606.7444 or visit [bricks4kidz.com/nv](http://bricks4kidz.com/nv).



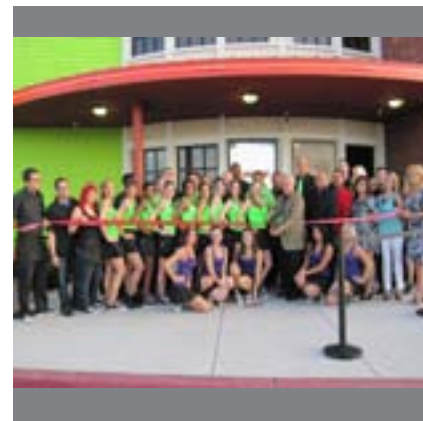
### UNLV'S STUDENT UNION & EVENT SERVICES

UNLV's Student Union & Event Services, the hub of activities on campus, celebrated its fifth birthday. Located off Maryland Parkway, the 135,000 square-foot facility houses a large amount of meeting and banquet space and campus services. Call 702.895.4449 or visit [go.unlv.edu/eventservices/student-union](http://go.unlv.edu/eventservices/student-union).



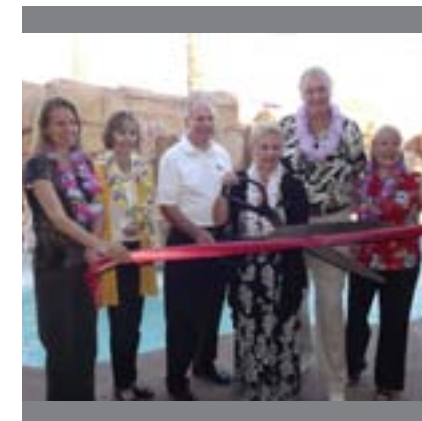
### HALLOWEENMART

HalloweenMart celebrated its 18th Halloween in Las Vegas. Locally owned and operated, HalloweenMart is located at 6230 S. Decatur Blvd. and is open 365 days a year to help you celebrate any occasion from Cinco de Mayo to St. Patrick's Day to theme parties. Call 702.740.4224 or visit [halloweenmart.com](http://halloweenmart.com).



### HI SCORES BAR ARCADE AND THE PLAYERS CLUB

Hi Scores Bar Arcade and the Players Club commemorated its grand opening at 65 S. Stephanie St. in Henderson. Hi Scores and Players Club offers an interactive retro "barcade" for guests 18 years and older, and is located next door with gambling, cocktails and signature food. Call 702.522.7766 or visit [hiscoreslv.com](http://hiscoreslv.com).



### VEGAS WEDDINGS

Vegas Weddings celebrated the new Hawaiian Garden at Hilton Garden Inn, Las Vegas Strip South, located at 7830 Las Vegas Blvd. S. For more information visit [lasvegasstripsouth.hgi.com](http://lasvegasstripsouth.hgi.com) or 702wedding.com.



### ECREDITSUCCESS AND ECREDITADVISOR

eCreditSuccess and eCreditAdvisor, located at 375 N. Stephanie St. in Henderson, offers credit solutions to borrowers who need help with credit challenges. It offers complete transparency as well as a money-back guarantee. Call 855.234.7334 or visit [ecreditsuccess.com](http://ecreditsuccess.com).



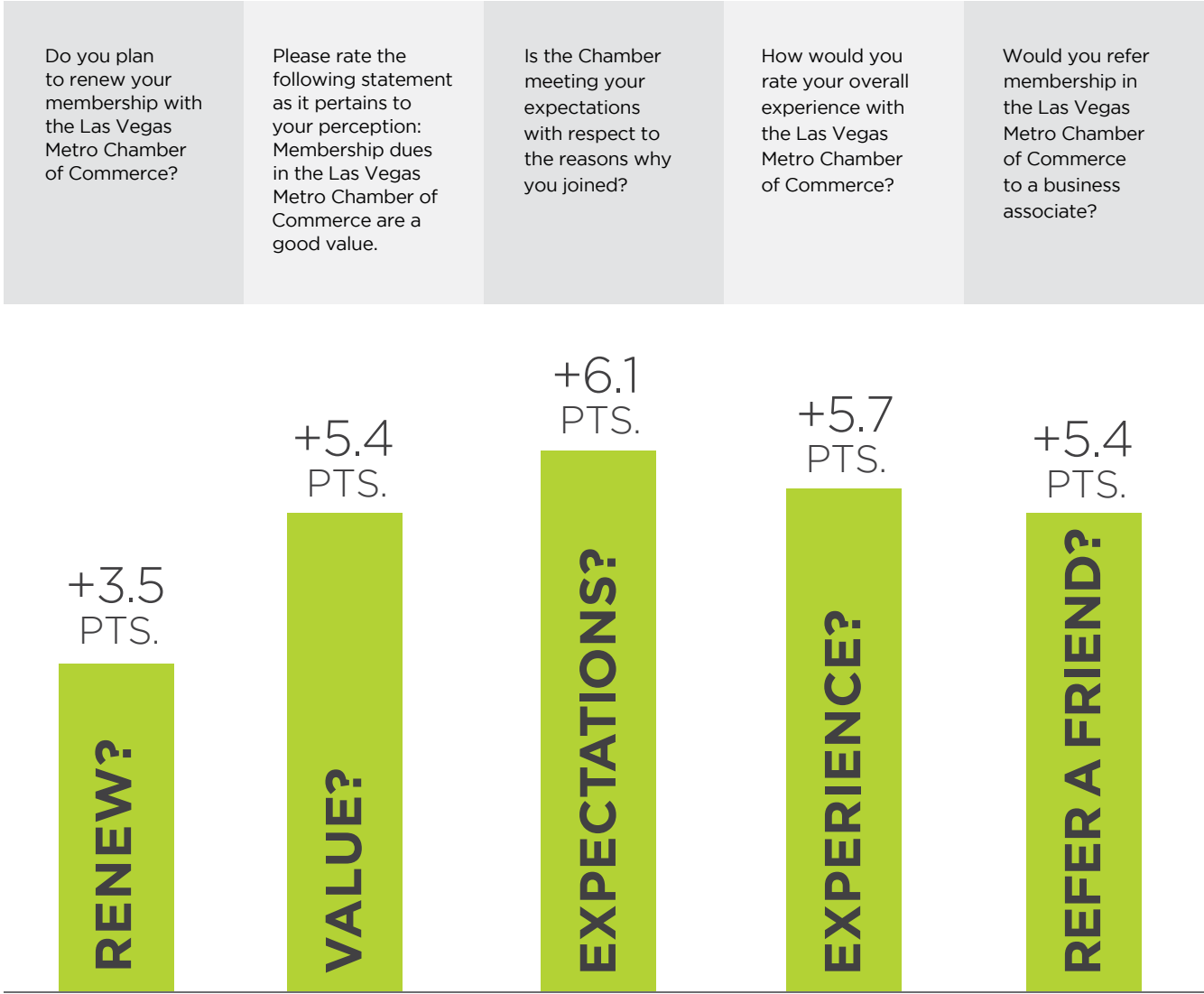
### VILLAGE SQUARE/ SENTINEL DEVELOPMENT

**PC** Village Square/ Sentinel Development, welcomed its East-West infused tapas restaurant located at 9350 W. Sahara Ave. Visit [govillagesquare.com](http://govillagesquare.com).



# know the numbers

In January, the Las Vegas Metro Chamber of Commerce conducted its annual membership survey. Over the past year, the Chamber has embraced many changes to our benefits, events and programming to help bring members continued value. The Chamber was pleased to learn several key perception measures showed significant increases since our April 2012 survey.



**APRIL 2012 - JANUARY 2013**  
Source: Las Vegas Metro Chamber of Commerce 2013 Annual Membership Survey

The Metro Chamber is constantly seeking ways to improve, innovate and better provide services to its members. For more information on the Chamber's programs and services, contact the Membership department at 702.641.5822 or visit LVChamber.com.

*Note: Growth is represented through percentage points*

**READY TO WORK.  
WILLING TO WORK.  
ABLE TO WORK.**



## SOLVE YOUR STAFFING CHALLENGES WITH US.

**Meet Paul Gamble.** Paul is a hard working professional with a master's degree. He is a former sailing instructor, who met his wife on a blind date and took her sailing. Yes, he's an interesting guy, but what you really should know about Paul is that he is a vocational rehabilitation counselor at the Bureau of Vocational Rehabilitation, who also has cerebral palsy.

When businesses need qualified talent, Paul and his colleagues can help. They get to know the employer's needs and connect them with hardworking, well-trained employees -- free of charge. The result? Passionate, reliable workers find homes for their skills and talents, and employers may even qualify for tax incentives.



To learn how the Bureau of Vocational Rehabilitation can put able employees like Paul to work for you, call 702-486-5230 or 775-684-4040, or visit [WillingAndAbleToWork.com](http://WillingAndAbleToWork.com).



# vegas young professionals

## presenting sponsors



## anniversary mixer

VYP Anniversary Mixer  
Celebrate VYP's seventh anniversary at Marquee Nightclub & Dayclub inside the BoomBox Room. This is one of VYP's signature annual events, and is not to be missed!

7:00 - 9:00 p.m.

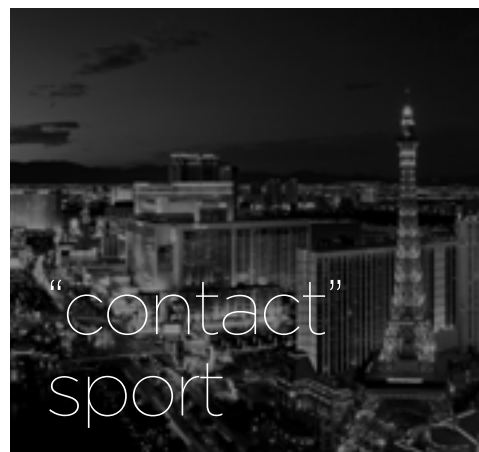
Marquee Nightclub & Dayclub at The Cosmopolitan

The BoomBox Room

3708 Las Vegas Boulevard South  
Las Vegas, NV 89109

Online:  
\$10 for members,  
\$15 for non-members  
At the door:  
\$15 for members,  
\$20 for non-members

**VEGASINC**



# A

s you progress down the path of your business career and achieve more "success," you should find that spending the appropriate amount of time on your business

contacts becomes more challenging. Naturally, as your business grows, so do the number of your contacts. In a typical 50-hour work week, spending equal amounts of time with everyone is impossible; it would still be unachievable even if you work 24 hours a day, seven days a week. You need to reach out to your contacts and clients in a manner that is practiced like the promotion-relegation system in European Soccer.

In England, which houses arguably some of the most competitive and money-driven soccer leagues in the world, their professional leagues operate on a different level than in North American sports. Their leagues operate on a tier-based system, where the top clubs at the end of the season get promoted to the next tier, while the bottom clubs get relegated, or demoted, down to the next lower tier. At the top of the tier system is the Premier League, which houses the 20 best clubs in England. The best club at the end of the season wins the championship, while the bottom three clubs get relegated to the Football League Championship, the second tier of English soccer. In the Football League Championship, the top three clubs get promoted to the Premier League, while the bottom three clubs get relegated to League 1, the third-tier of English Soccer, and so on. Survival of the fittest.

When it comes to English soccer, the top clubs get the most money in the form of sponsors and

television deals, which results in even more money from ticket sales, merchandise sales and even video game licensing. So, take a page from how the English treat their soccer programs; you too need to manage your contacts and clients in this manner. You should decide to devote the proper amount of your time with the clients/partners/employees/contacts that are going to help earn you the most money and grow your business. At the same time, you do not want to fully neglect the rest of your contacts, but rather devote a moderate amount of time with them. Just like a powerhouse English club can get demoted or upset in a tournament, there is no guarantee that your top clients and contacts will always stay on top, and just like a lesser club can get promoted or even upset a large club, like Premier League Liverpool getting eliminated in this year's FA Cup tournament by Third-Tier Oldham Athletic, your smaller clients might have a heavier influence down the road.

Let's assume that a typical work week, including time spent outside of the office in the field or working from home, is 50 hours. Using that time window, touch base with your top 25 percent clients and contacts once a week, preferably on a Monday. For the other 75 percent, touch base with them once a quarter, and make sure that during those correspondences that you cover enough to get you through that quarter without needing another meeting. It is a good idea to devote your Fridays to closing out what you were able to realize from Monday's exercise. Then compose a type of summary on what those persons were able to help you achieve (being able to review later in the future is critical). At the end of each quarter, take the time to review all your contacts, and promote and relegate them as necessary for the next quarter.

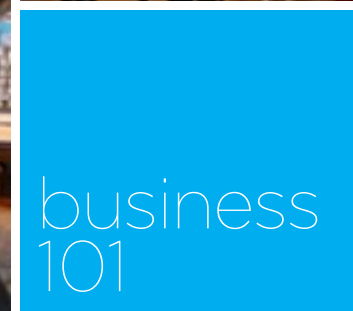
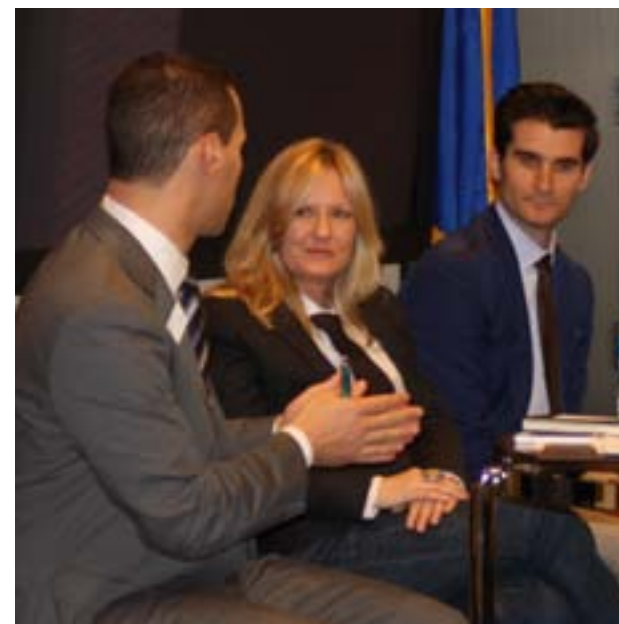
The European soccer system of promotion and relegation may have its flaws, but for a system that has been in place for over a century, it has shown an effective means of managing talented clubs while giving them the opportunity to advance. If you establish a system that properly manages your contacts by giving the majority of weight to your key clients while still keeping your smaller ones on base, you'll find yourself a lot less overwhelmed with managing your own workload and maybe be a little richer for it. Isn't that the point?

By: Gina Bongiovi, Attorney/MBA, Bongiovi Law Firm  
2013, VYP Chairman

Vegas Young Professionals (VYP) is the largest young professionals organization in Nevada. It is the ideal organization to make new business contacts, to gain a unique perspective on the Southern Nevada business community and to further your professional development. For more information visit [VegasYP.com](http://VegasYP.com).



Vegas Young Professionals mingled with Metro Chamber members at Business Blend, held at Hyde inside Bellagio. With more than 400 guests in attendance, it was a great opportunity to build new business and make new contacts.



VYP teamed up with Leadership Las Vegas for an interactive and information-packed panel session on how to become a brand evangelist for your company. Featuring Kristi Overgaard, Executive Vice President of Awesomeness for Switch, and Jon Gray, Vice President and General Manager of The Linq, the session empowered attendees to become evangelists for their brands.



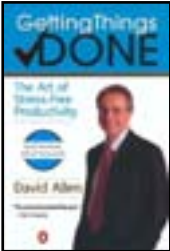


# the final word



## mgm resorts receives prestigious award for corporate social responsibility best practices

Congratulations to MGM Resorts International, which received a PR News CSR Award in the category of Overall Leader in CSR Practices – more than 10,000 employees. MGM Resorts was recognized alongside Coca-Cola, and competed against Disney and UPS for the honors. As a leader in corporate social responsibility, MGM Resorts is the first gaming company to receive a PR News CSR Award, and was recognized for its Diversity & Inclusion, Philanthropy & Community Engagement and Environmental Sustainability programs. These programs include Supplier and Construction Diversity programs, the employee-driven MGM Resorts Foundation, which has given more than \$50 million to nonprofit organizations since its founding in 2002, and increasing its recycling rate by more than 420 percent in four years. Congratulations to MGM Resorts International for earning this prestigious award and contributing to the overall well-being of the Southern Nevada community.

## add these to your queue


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 <p><b>GETTING THINGS DONE</b> by David Allen It's been immensely helpful in getting us all on the same page, so to speak and getting us more organized. <a href="#">Robin Bigda, GetDocsNow.com</a></p>	 <p><b>EASY SIGN</b> Turbo Scan lets you scan a document into a .pdf from your smart phone. It is a great resource whether on the road or just at your desk. <a href="#">Adam Probolsky, President, Surge Poll</a></p>	 <p><b>THINKSPLENDID.COM</b> Awesome insights into running a small business and thriving. <a href="#">McKenzi Taylor, Taylored Photo Memories</a></p>

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# business power luncheon

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GENERAL  
JEFFREY G.  
LOFGREN,**

**UNITED  
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**TUESDAY, MARCH 19**

Texas Station Gambling Hall & Hotel  
2101 Texas Star Lane

11:30 a.m. – Noon: Check-In & Networking  
Noon – 1:00 p.m.: Program

\$50 – Members  
\$60 – Non-members  
\$500 – table of ten,  
includes two passes to  
meet-and-greet reception  
with General Lofgren

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MARCH 2013

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